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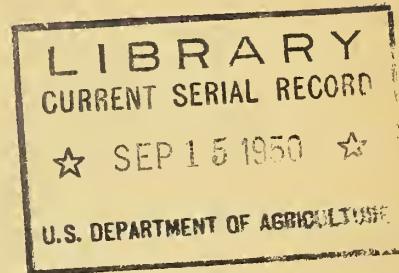


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✓ Consumer Purchases of Selected Fresh Fruits,

Canned and Frozen Juices, and Dried Fruits

in

January 1950



United States Department of Agriculture  
U.S. Bureau of Agricultural Economics.

and

✓ Fruit and Vegetable Branch  
✓ Production and Marketing Administration

Washington, D. C.  
March 1950



Consumer Purchases of Selected Fresh Fruits,  
Canned and Frozen Juices, and Dried Fruits

January 1950

886533

This report presents data on consumer purchases during January 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. This report is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946. Data on which the report is based were collected for the U. S. Department of Agriculture, under contract, by the Industrial Surveys Company, Inc.

Summary

Frozen concentrated orange juice purchases by household consumers increased slightly in January 1950, resuming the upward trend that was interrupted in December 1949. Average price paid by consumers increased from 23.7 cents per 6-ounce can in December to 24.4 cents in January, marking a reversal of the downward movement of prices that began in August 1949. Purchases of 1,057,000 gallons of frozen concentrated orange juice in January 1950 were approximately 5 times the amount purchased during the same month in 1949.

Purchases of canned single strength orange juice in January declined 127,000 cases (equivalent No. 2 cans). This drop was approximately offset by an increase in purchases of canned blended juice. In January 1950 consumer purchases of canned single strength citrus juices in total were unchanged at the December level of approximately 2,900,000 cases (equivalent No. 2 cans), compared with 5,300,000 cases in January 1949. Tomato juice purchases increased 150,000 cases in January 1950, along with an increase in price of 1 cent per 46-ounce can. Average prices paid by consumers for all canned citrus juices advanced in January; grapefruit juice was up 3.0 cents per 46-ounce can, canned orange juice increased nearly 2 cents, while the average price for blended juice advanced 1.8 cents.

Consumer purchases of oranges dropped sharply in January 1950, as compared with the previous month, while the average price paid by consumers increased by about 4 cents per dozen. These changes were reflected by both Florida and California oranges. Compared with January 1949, purchases of Florida oranges were down 20 percent, while purchases of California oranges increased slightly. The proportion of families purchasing oranges in January 1950 was 50.4 percent, compared with 58.1 percent in December 1949, and 56.6 percent in January 1949. Grapefruit purchases were 19 percent greater in January 1950, while prices paid by consumers averaged 2.4 cents per dozen lower in January than in December. Lemon prices in January averaged 5 cents per dozen higher than in December; volume of consumer purchases was virtually unchanged.

Total purchases of dried fruits by household consumers in January 1950 fell 20 percent below the volume of purchases in the previous month, reflecting a seasonal decline from the higher level of holiday buying. The greatest reductions in volume of purchases occurred for raisins, figs, and dates. However, January purchases of dried prunes, peaches, and apricots were considerably larger than those of December. Average prices paid by household consumers in January were lower for each dried fruit than in the preceding month. Prune juice purchases exceeded the December level by 27 percent and were 40 percent above January 1949.

### Frozen Concentrated Juices

Total consumer purchases of frozen concentrated orange juice increased slightly in January 1950, resuming the upward trend that was interrupted in December 1949 (Figure 2). A similar movement was evidenced in percent of families buying, while average prices paid by consumers were slightly higher, reversing the decline that began in August 1949. The average price per 6-ounce can increased from 23.7 cents in December to 24.4 cents in January (Figure 4). Consumer purchases totaled 1,057,000 gallons in January, up 33,000 gallons from the previous month. In comparison with January 1949, total purchases of frozen concentrated orange juice for household use have increased almost 5 times -- from 227,000 gallons to 1,057,000 gallons.

It should be noted that the proportion of families buying frozen concentrated orange juice increased to 12.7 percent in January 1950 from 11.6 percent in December, while there was no change in the percent purchasing canned orange juice, and there was a sharp decline in the percent of families buying fresh oranges (Figure 1).

The average size of individual purchases of frozen concentrated orange juice fell to 11.9 ounces, or slightly below two 6-ounce cans, in January 1950, compared with average purchases of more than two 6-ounce cans in both November and December 1949.

There was a slight increase in January in the volume of consumer purchases of frozen concentrated grape juice -- total purchases reaching 53,000 gallons -- while the average price paid by consumers dropped over 1 cent per 6-ounce can.

### Canned Juices

Total household consumer purchases of canned single strength citrus juices in January 1950 remained relatively constant at approximately 2,900,000 cases (equivalent No. 2 cans), compared with the previous month. A decline of 127,000 cases of canned orange juice was roughly offset by an increase in purchases of canned blended juice. Purchases of canned grapefruit juice and lemon juice showed little change from December. Tomato juice purchases, on the other hand, increased by 150,000 cases in January (Figure 3).

Average prices paid by consumers for all canned citrus juices advanced in January. There was a slight increase in the average price paid for tomato juice, while there was little change in the prices of most other canned juices (Figure 5).

Purchases of canned orange juice declined from 1,890,000 cases (equivalent No. 2 cans) in December to 1,763,000 cases in January, while prices were up nearly 2 cents per 46-ounce can. In January 1949 purchases by consumers were 45 percent greater than during the same month of the current year, while prices were about 25 percent lower. The proportion of families buying canned orange juice in January was 16.6 percent, which was no change from the previous month but down from the 20.9 percent who purchased in January a year ago.

Canned blended orange and grapefruit juice purchases by consumers increased from 388,000 cases (equivalent No. 2 cans) in December to 500,000 cases in January. The average price paid for canned blended juice increased in January 1.8 cents per 46-ounce can to 34.8 cents. The percent of families buying blended juice increased slightly, as did the average size of individual purchases.

Average prices paid by householders for canned grapefruit juice advanced 3 cents per 46-ounce can, from 32.2 cents in December to 35.2 cents in January. At the same time, however, there was a slight increase in percent of families buying canned grapefruit juice. Consumer purchases in January 1950 were unchanged from the previous month, but were only about one-third as large as in January a year ago.

Despite a 1-cent increase in the average price paid by consumers for tomato juice — from 24.6 cents per 46-ounce can in December to 25.6 cents in January — purchases for household use increased from 1,393,000 cases (equivalent No. 2 cans) in December to 1,545,000 cases in January. The average size of individual purchases decreased approximately 7 ounces to 43.4 ounces in January. At the same time, the percent of families buying increased 1.9 percentage points to 19.9 in January.

Prune juice and apple juice purchases increased somewhat in January, while purchases of pineapple juice decreased slightly. There was little change in the volume of purchases of other canned juices.

#### Fresh Citrus Fruit

Consumer purchases of oranges dropped sharply in January 1950, as compared with the previous month. The percentage of families purchasing oranges showed a similar decline, while the average price paid by consumers increased by about 4 cents per dozen. On the other hand, purchases of grapefruit increased in January, accompanied by a reduction in prices paid by householders. There was little change in the volume of lemons purchased by consumers, although the average price continued to rise in January.

Purchases of Florida oranges by household consumers dropped in January 1950 by over 20 percent. Purchases totaled approximately 23,300,000 dozens, compared with 29,400,000 dozens in both December and January 1949. The average price paid by consumers for Florida oranges in January 1950 was 4.1 cents per dozen above the December level, while in the same period the average price for California oranges was up 3.9 cents per dozen (Figure 6). Purchases of California oranges in January 1950 totaled approximately 15,700,000 dozens, or nearly 15 percent less than in the previous month, but slightly more than in January 1949.

Not only did a smaller proportion of families purchase oranges in January 1950 than in the previous month, but the size of the average purchase was smaller. The percent of families purchasing Florida oranges was 23.3 in

in January 1950, compared with 27.8 in December; the size of the average purchase declined from 16.2 oranges to 13.5 oranges during the same period. California oranges were purchased by 22.6 percent of the families in January 1950, a decline from 26.0 percent in December.

In contrast to the decline in the volume of orange purchases, household consumers purchased 19 percent more grapefruit in January 1950 than in the preceding month. Prices paid by consumers averaged 2.4 cents per dozen lower in January than in December. However, January prices were nearly 25 percent higher than a year ago (Figure 6). Grapefruit were purchased by 31.4 percent of the families in January 1950, compared with 28.4 percent in December and 38.1 percent a year earlier.

The volume of consumer purchases of lemons in January 1950 was virtually unchanged from the preceding month, but prices paid by consumers averaged more than 5 cents per dozen higher than in December 1949. The proportion of families making purchases of lemons in January was somewhat higher than in December.

Although tangerine prices averaged nearly 5 cents per dozen lower in January 1950 than in the preceding month, consumer purchases dropped almost 20 percent during the same period. Purchases totaled approximately 9,300,000 dozens in January. The proportion of families buying tangerines also declined -- falling from 18.5 percent in December to 15.1 percent in January.

#### Dried Fruit

Total purchases of dried fruits by household consumers in January 1950 fell 20 percent below the volume of purchases in the previous month, reflecting a seasonal decline from the higher level of holiday buying. January purchases totaled approximately 13,059 tons, as compared with 16,386 tons in December 1949 and 14,249 tons in November 1949. The sharpest reductions in volume of purchases occurred for raisins, figs, and dates. January consumer purchases of raisins, totaling 4,236 tons, were only two-thirds as large as in the previous month, while purchases of dates were off even more sharply, having fallen from 3,580 tons in December to 1,225 tons in January. Fig purchases were approximately one-half as large in January as in the preceding month. On the other hand, total consumer purchases of dried prunes in January were more than one-third larger than in December. Purchases in January were 5,222 tons, compared with 3,840 tons in December. Purchases of dried peaches and dried apricots were also substantially higher than in the previous month; dried apple purchases were up slightly.

The percent of families buying dried fruits in January declined from 34.8 percent in December to 31.7 percent, equal to the level in November 1949. The proportion of families buying raisins dropped from 17.7 percent in December to 13.1 percent in January, and there was a marked reduction in the number of families purchasing dates and dried figs. The percent of families purchasing dried prunes, however, increased from 10.2 percent in December to 13.8 percent in January. There were moderate increases in the percent of families purchasing dried apricots and dried peaches.

Average prices paid by household consumers in January were lower for each dried fruit than in the preceding month. The decline averaged approximately 1 cent per pound in the case of dried prunes, raisins, apricots, dates, pears, and mixed fruits; the decline averaged nearly 2 cents per pound in the case of dried peaches and approximately 5 cents per pound in the case of dried figs and dried apples.

Total consumer purchases of prune juice, which had been declining for the previous 2 months, increased to 402,000 cases (equivalent No. 2 cans) in January, or 85,000 cases above the December level. Purchases in January 1950 were 115,000 cases, or 40 percent more than for the same period a year ago. At the same time, the percent of families buying prune juice increased to 6.9 percent, compared with 5.5 percent in December. Prices paid by household consumers for prune juice continued to increase, and in January averaged 28.1 cents per quart bottle, compared with 27.5 cents in December and 27.1 cents in October.

Table 1.--Frozen Concentrated Orange Juice and Canned Juices: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, January 1950, December 1949, and January 1949

		Consumer Purchases	Percentage of Families Buying	Average Price Per 6 Oz. Can
		1,000 Gallons	Percent	Cents
Frozen Concentrated Orange Juice				
January 1950		1,057	12.7	24.4
December 1949		1,024	11.6	23.7
January 1949		227	4.0	25.9
Canned Juices		Consumer Purchases Cases of 24 #2's	Percentage of Families Buying	Average Price Per Equivalent #2 Can
		1,000 Cases	Percent	Cents
Orange				
January 1950		1,763	16.6	13.0
December 1949		1,890	16.6	12.3
January 1949		2,558	20.9	9.9
Grapefruit				
January 1950		570	8.0	14.2
December 1949		573	7.3	13.0
January 1949		1,549	14.7	8.2
Orange and Grapefruit Blend				
January 1950		500	6.6	13.9
December 1949		388	6.0	13.2
January 1949		1,129	11.3	9.2
Lemon				
January 1950		37	2.3	38.1
December 1949		38	2.5	38.6
January 1949		42	2.4	28.6
Tomato				
January 1950		1,545	19.9	11.0
December 1949		1,393	18.0	10.6
January 1949		1,508	19.5	10.8
Pineapple				
January 1950		901	14.4	15.6
December 1949		924	14.7	15.7
January 1949		742	13.6	16.5
Prune				
January 1950		402	6.9	15.9
December 1949		317	5.5	15.7
January 1949		287	5.4	15.6

Table 2.--Fresh Citrus Fruits: U.S. Total Consumer Purchases, Percentage of Families Buying, and Average Prices, January 1950, December 1949, and January 1949

		Consumer Purchases	Percentage of Families Buying	Average Price Per Dozen
		1,000 Dozens	Percent	Cents
Oranges				
California				
January 1950		15,720.0	22.6	46.0
December 1949		18,466.7	26.0	42.1
January 1949		15,602.4	21.1	41.9
Florida				
January 1950		23,339.5	23.3	37.0
December 1949		29,391.1	27.8	32.9
January 1949		29,365.8	27.6	33.6
Total				
January 1950		50,781.3	50.4	39.8
December 1949		60,851.0	58.1	36.1
January 1949		60,079.2	56.6	36.4
Grapefruit				
January 1950		9,583.4	31.4	93.8
December 1949		8,052.8	28.4	96.2
January 1949		13,176.2	38.1	72.1
Lemons				
January 1950		5,163.5	21.5	61.3
December 1949		5,174.5	20.0	55.9
January 1949		5,843.7	22.0	47.0

Table 3.--Dried Fruit: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, January 1950, December 1949, and November 1949

	Consumer Purchases	Percentage of Families Buying	Average Price Per Pound
	1,000 Pounds	Percent	Cents
Apples			
January 1950	385	1.0	33.6
December 1949	327	.9	38.9
November 1949	272	.7	33.7
Apricots			
January 1950	1,727	4.3	49.1
December 1949	1,285	3.1	50.0
November 1949	1,483	3.4	46.6
Dates			
January 1950	2,451	5.3	32.8
December 1949	7,161	12.7	34.0
November 1949	3,139	7.5	36.1
Figs			
January 1950	878	1.7	35.4
December 1949	1,720	4.3	40.7
November 1949	1,275	3.1	39.2
Mixed Fruit			
January 1950	645	1.1	30.0
December 1949	634	1.1	31.4
November 1949	425	1.0	40.2
Peaches			
January 1950	968	2.0	31.5
December 1949	603	1.4	33.2
November 1949	589	1.3	31.4
Pears			
January 1950	18	.1	33.8
December 1949	45	.1	34.6
November 1949	96	.1	43.5
Prunes			
January 1950	10,443	13.8	22.7
December 1949	7,681	10.2	23.6
November 1949	8,240	11.6	22.6
Raisins			
January 1950	8,471	13.1	18.7
December 1949	12,666	17.7	19.4
November 1949	12,275	16.5	18.5

Table 4.—Canned Juices and Frozen Concentrated Juices: U.S. Total Consumer Purchases and Average Prices, January 1950 (4-Week Period)

Commodity	Purchases						Average Prices					
	Percentage of All		Total All		Per 1,000		Size of Average Purchase		Per Actual Unit		Per Equivalent No. 2 Can	
	Percent	Families Buying	Families	Capita	Cases 1/	Ounces	Size	Cents	Size	Cents	Size	Cents
Canned Juices												
Orange	16.6											
Grapefruit	8.0											
Orange and Gpft. Blend	6.6											
Tangerine	1.0											
Lemon	2.3											
Apple	3.8											
Grape	4.2											
Pineapple	14.4											
Prune	6.9											
Tomato	19.9											
Vegetable Combination	3.6											
Other Juices	2/											
Total	50.4											
Frozen Concentrated Juices												
Orange	12.7											
Grape	1.2											
Other Concentrates	2/											
Total	13.2											

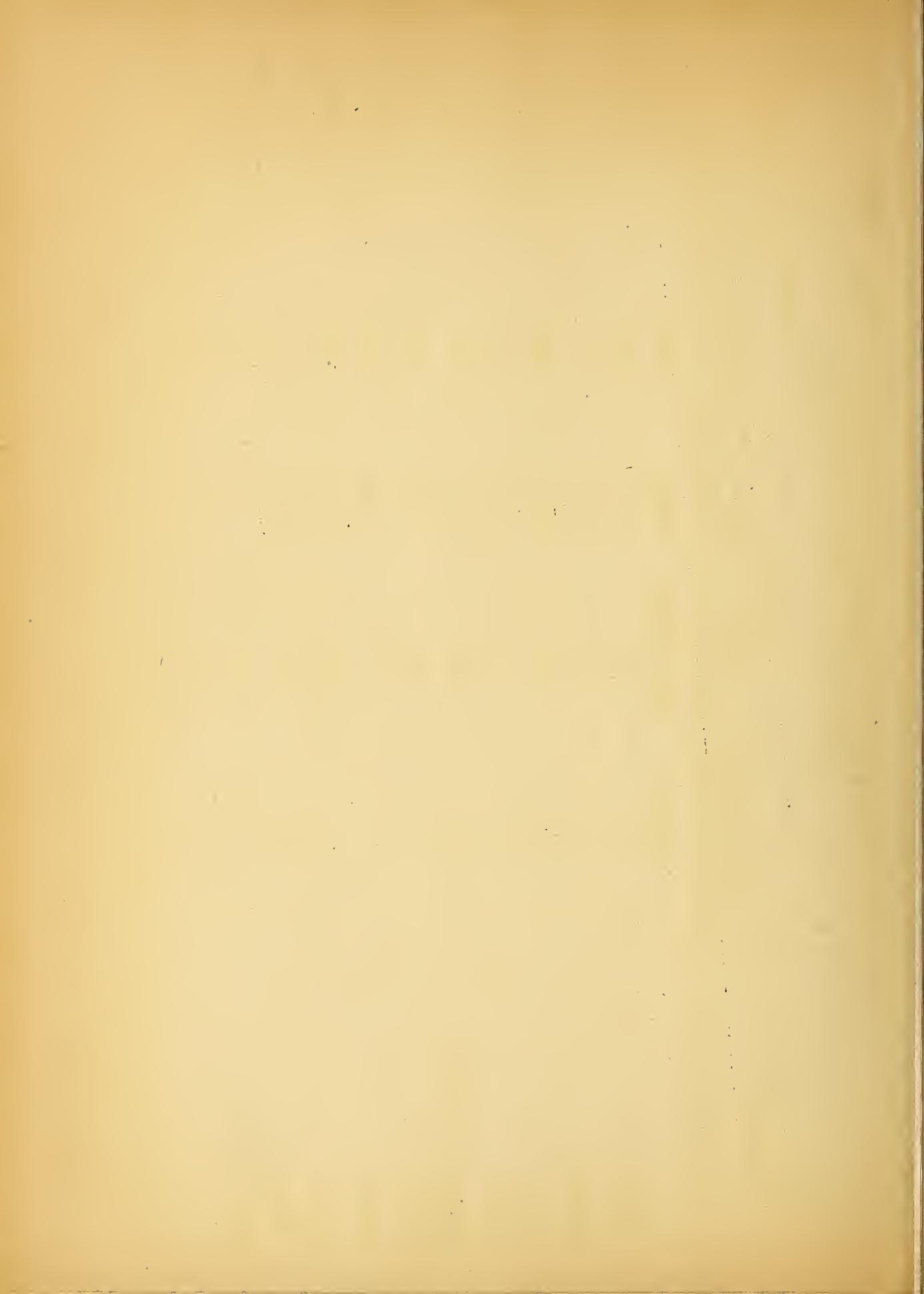
1/ Equivalent Cases of No. 2 Cans, 432 Ounces per Case  
2/ Information Not Available

Table 5.--Fresh Citrus Fruit: U.S. Total Consumer Purchases and Average Prices, January 1950 (4-Week Period)

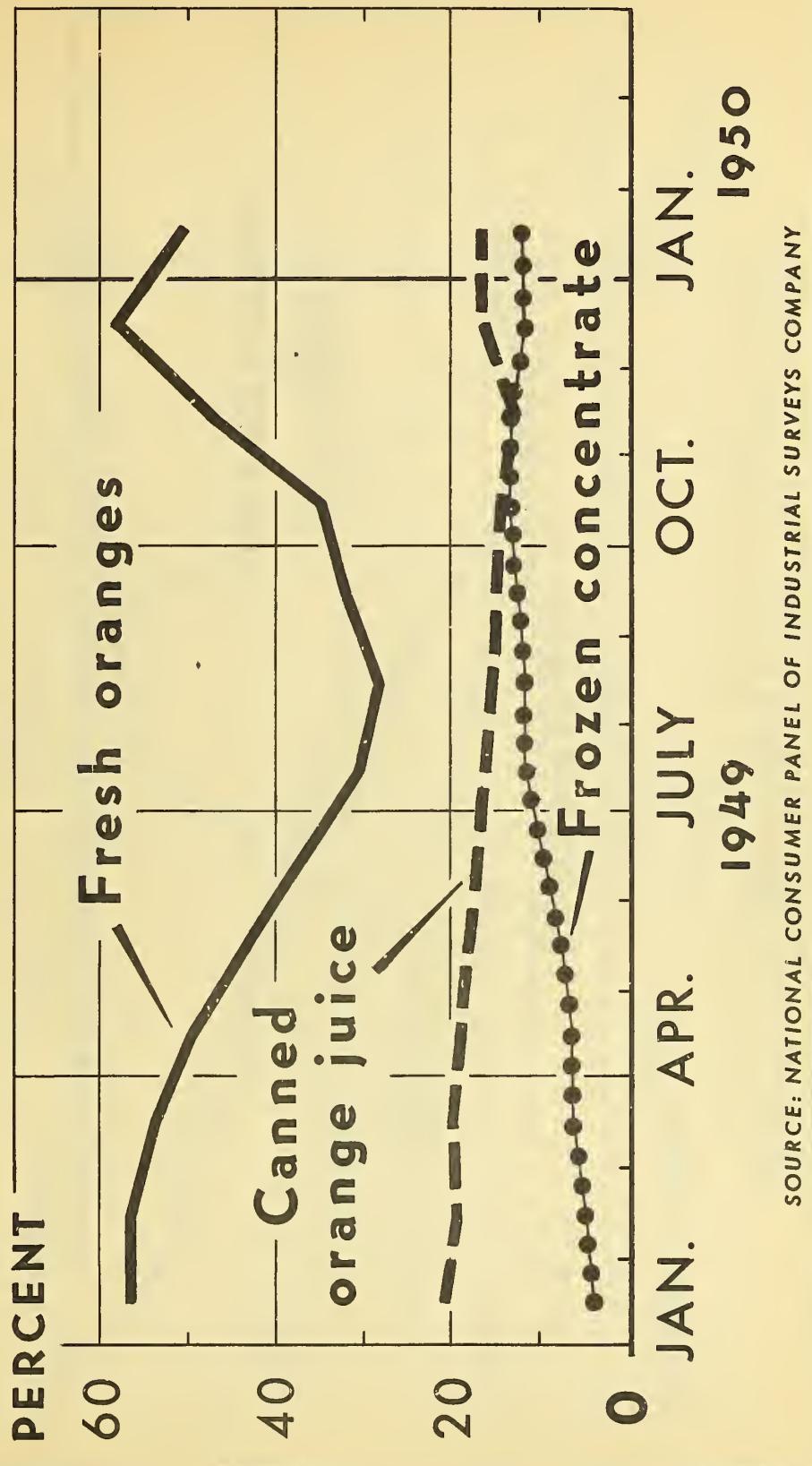
Commodity	Purchases			Average Price Per Dozen
	Percent	1,000 Dozens	Dozens	
Oranges				
California	22.6	15,720.0	106.9	46.0
Florida	23.3	23,339.5	158.6	37.0
Unidentified	15.8	11,721.8	79.7	37.0
Total	50.4	50,781.3	345.2	39.8
Grapefruit	31.4	9,583.4	65.1	4.2
Tangerines	15.1	9,321.8	63.4	11.3
Lemons	21.5	5,163.5	35.1	4.8
Limes	.2	75.2	.5	7.8
Total	66.4	74,925.2	509.3	9.0
				46.8

Table 6.—Dried Fruit: U.S. Total Consumer Purchases and Average Prices, January 1950 (4-Week Period)

Commodity	Purchases			Average Price Per Pound	
	Percent	1,000 Pounds	Pounds	Size of Average Purchase	Cents
Apples	1.0	385	2.62	13.10	33.6
Apricots	4.3	1,727	11.74	13.83	49.1
Dates	5.3	2,451	16.66	14.79	32.8
Figs	1.7	878	5.96	15.23	35.4
Mixed Dried Fruits	1.1	645	4.39	18.53	30.0
Peaches	2.0	968	6.58	15.97	31.5
Pears	.1	48	.33	16.00	33.8
Prunes	13.8	10,443	70.98	23.26	22.7
Raisins	13.1	8,471	57.58	21.58	18.7
Currants	.2	101	.69	16.90	24.5
Total	31.7	26,117	177.53	19.73	25.2



# PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



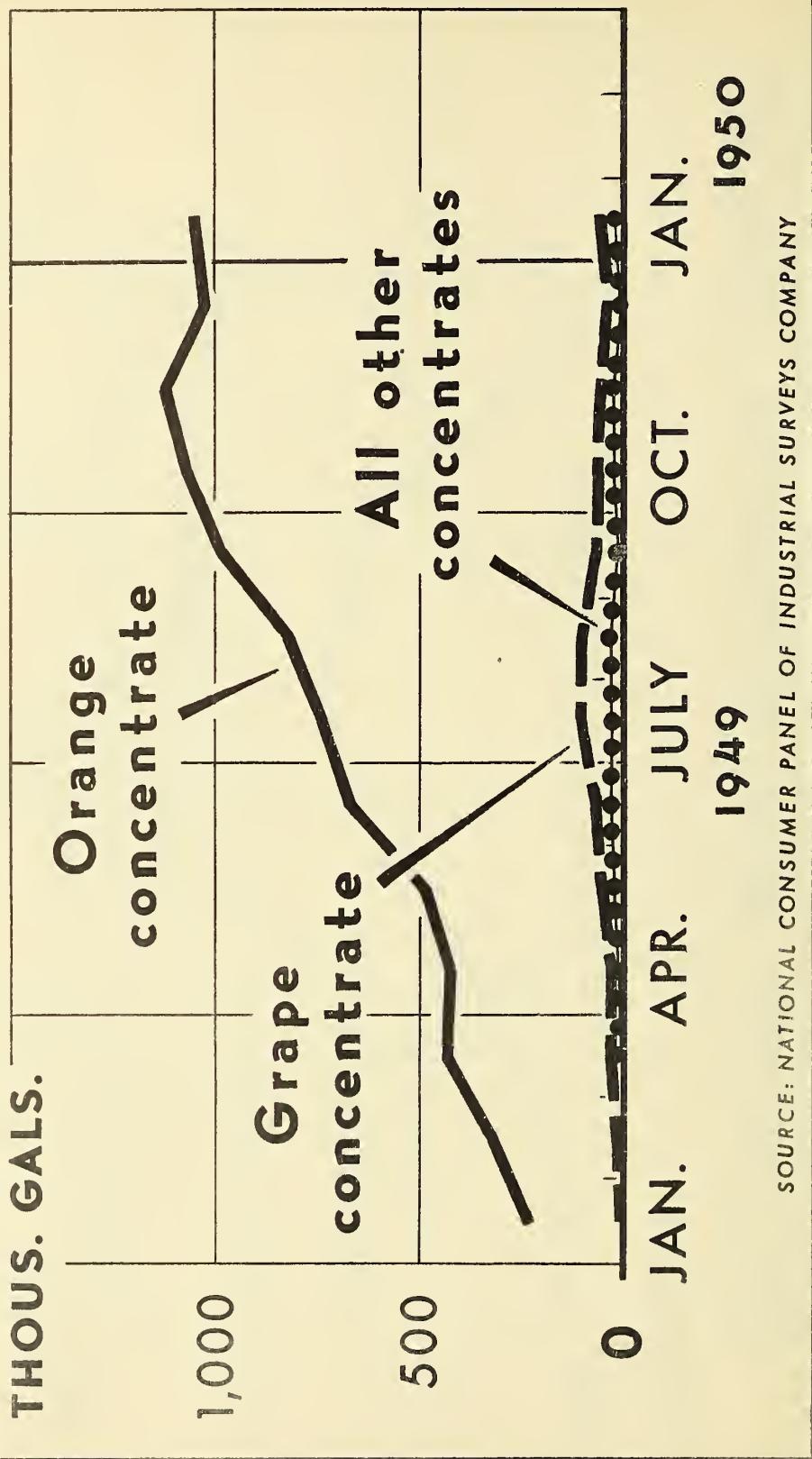
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

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FIGURE 1

# CONSUMER PURCHASES OF FROZEN FRUIT JUICES

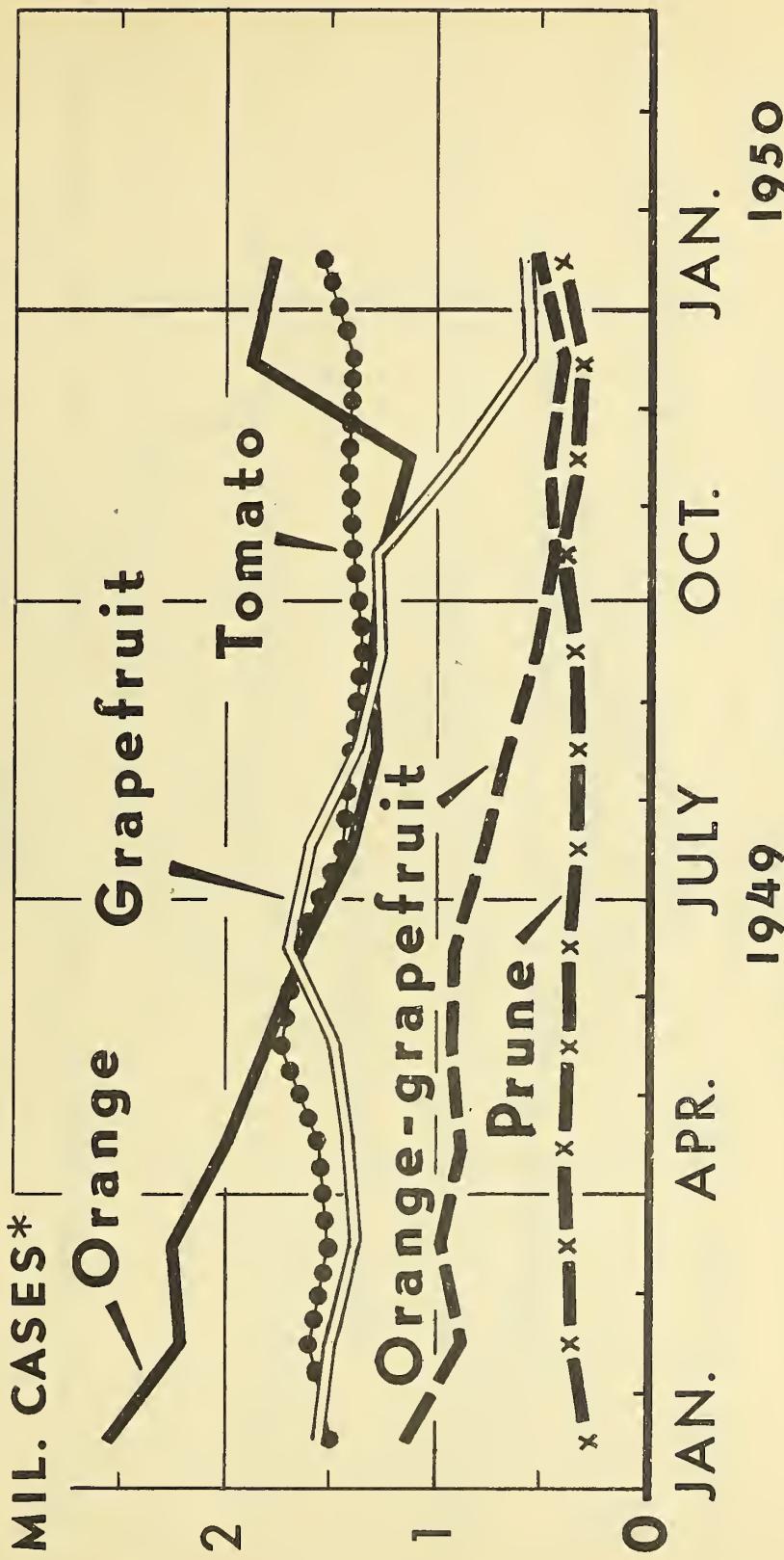


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SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 2

# CONSUMER PURCHASES OF SELECTED CANNED JUICES



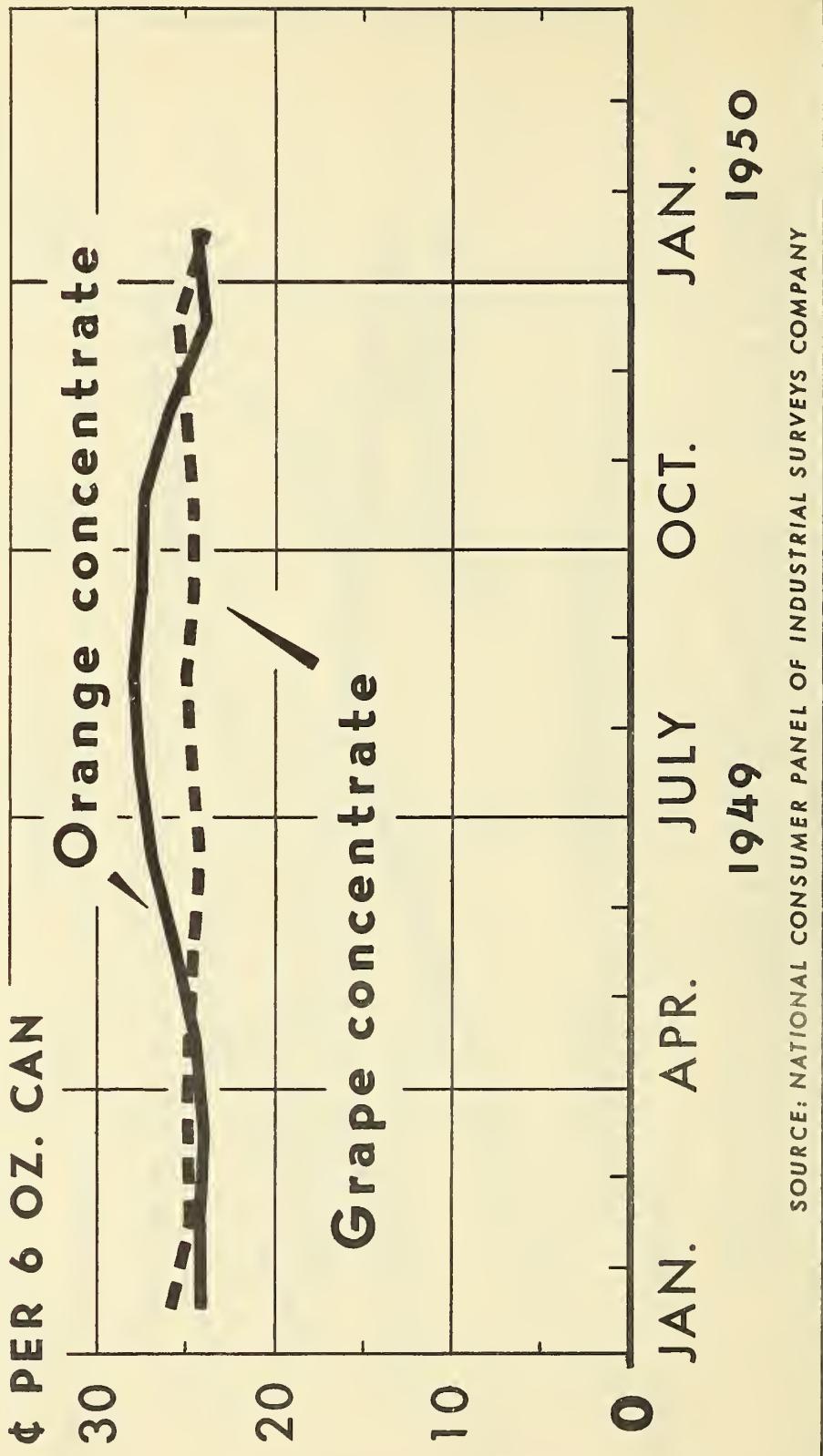
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY  
\* EQUIVALENT CASES OF 24 #2'S

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FIGURE 3

# PRICES OF FROZEN FRUIT JUICES



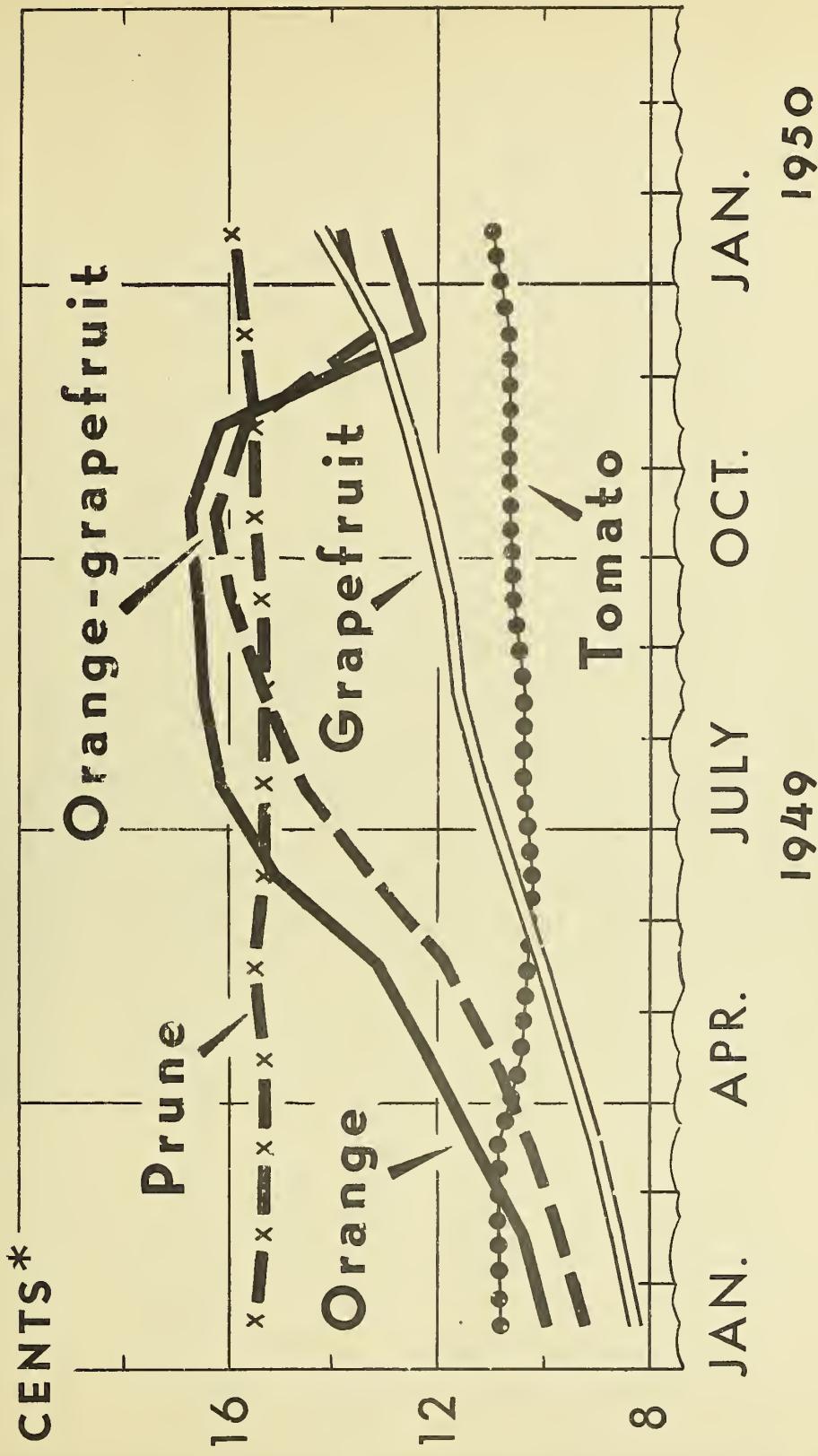
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

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FIGURE 4

# PRICES OF CANNED JUICES



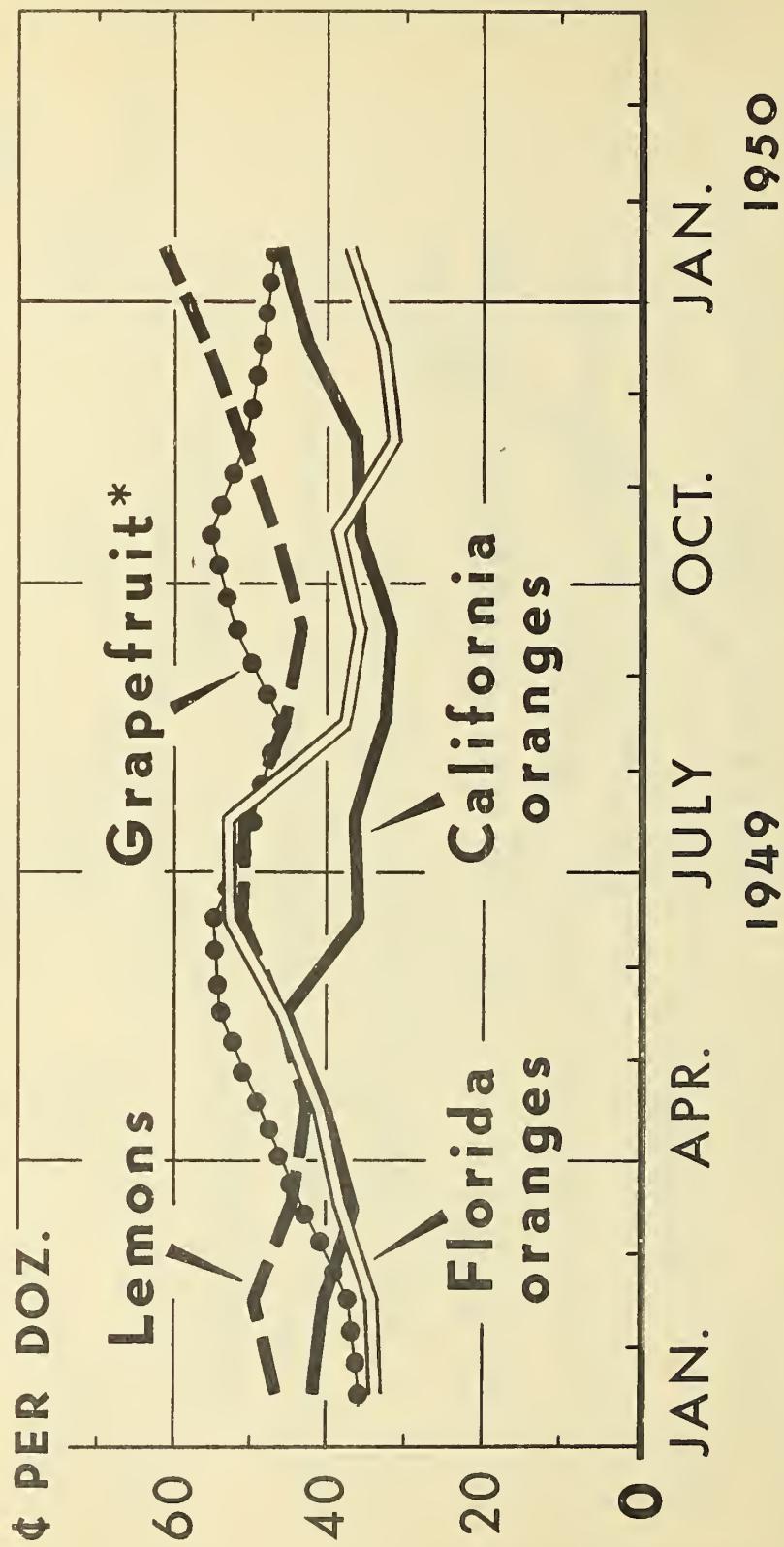
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY  
 \* CENTS PER EQUIVALENT #2 CAN

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FIGURE 5

# PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY  
\*CENTS PER 1/2 DOZEN

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FIGURE 6